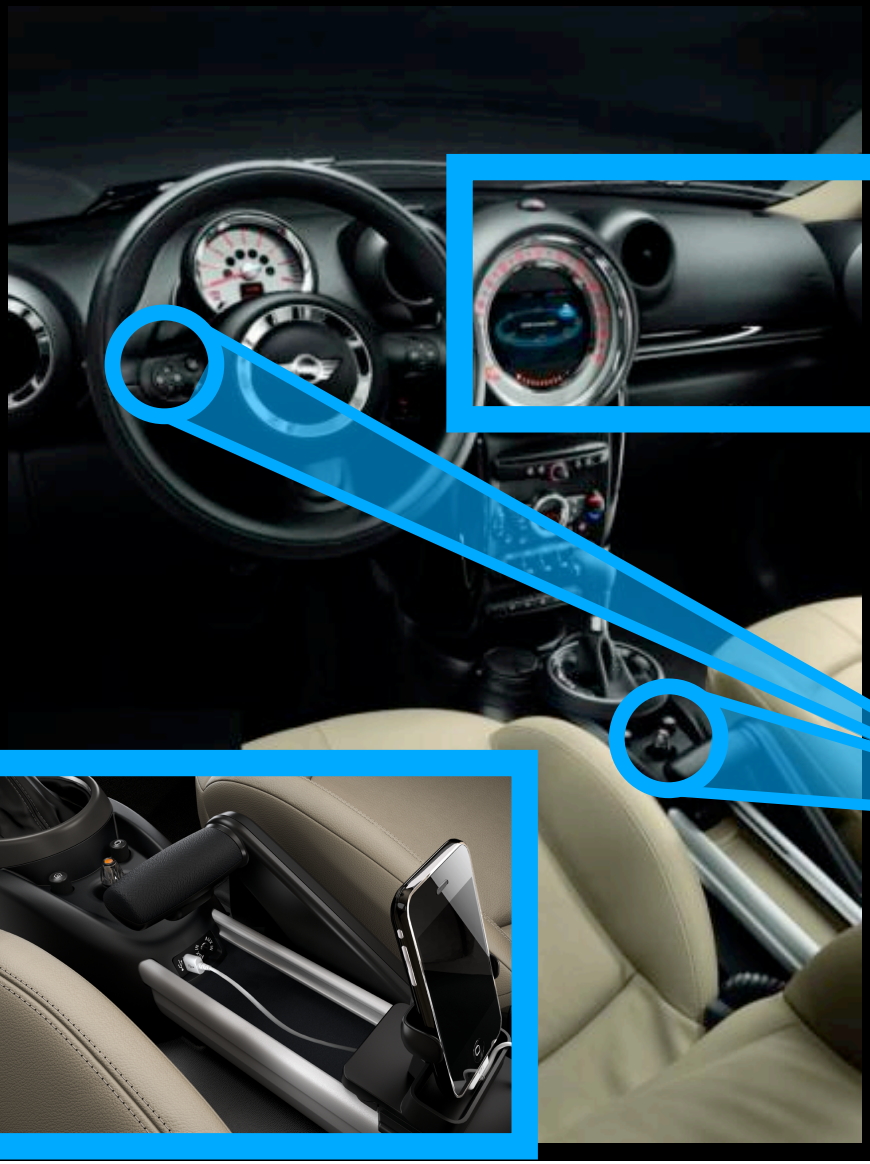
MINI CONNECTED.

MINI CONNECTED.
INTRODUCTION.

What is MINI Connected?

MINI CONNECTED.
THIS IS MINI CONNECTED.



Display.

Control Elements.

Logic & the app.

MINI CONNECTED.
THE IPHONE CONNECTION.

iPhone snap-in adapter

Cable for the USB socket

MINI CONNECTED.

All features only work with the MINI Connected App.

FACEBOOK & TWITTER.

Facebook, Twitter. Access to your social network while your in your MINI. Stay in contact and get the actual network news from your community. MINI Connected...

WEBRADIO.

Listen to Web-Radio stations in your MINI. The whole world of online radio entertainment in your MINI.

MINIMALISM ANALYSER.

Enables recording of driving data and subsequent analysis concerning economical driving, fuel saving etc. via I-Phone. Additional it provides the driver with „fuel saving advices" (e.g. Shift point).

NEWS.

Current news in your MINI available and displayed on the screen anytime you want. MINI is always up to date.

GOOGLE LOCAL SEARCH.

Location based area search. Whether you are looking for Pizza or cinema, with MINI Connected you find everything, everywhere, anytime.

DYNAMIC MUSIC.

Interactive music which depends on the actual driving condition. The Music is modified by the driving dynamics to underline the dynamic driving impression in a positive kind of way.

GOOGLE SEND TO CAR.

Pre-define navigation targets and send them to your navigation system from every where you want.

MINI CONNECTED.
MINI CONNECTED PLUGIN.
THE STORY CONTINUES

MINI CONNECTED.
INTRODUCTION.

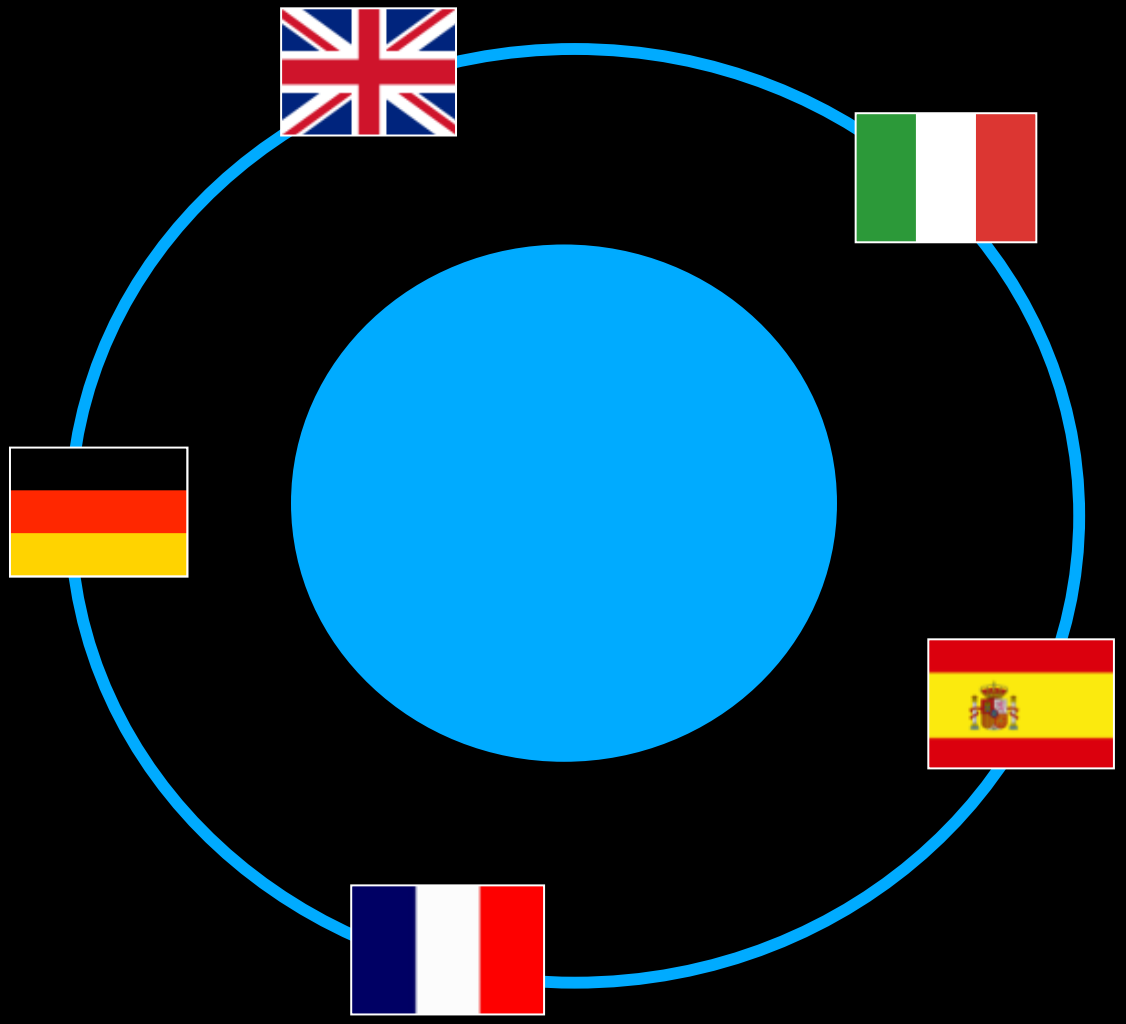
Offering Strategy.

MINI CONNECTED.
OFFERING STRATEGY.

	MINI Boost CD Radio.	MINI Visual Boost Radio.	MINI Visual Boost Radio with Navigation.
MINI Connected.	X	✓	✓
Bluetooth mobile Phone Preperation with USB Audio Interface.	✓	✓	✓
		MINI Connected PlugIn	MINI Connected PlugIn

MINI CONNECTED.
LANGUAGE VERSIONS.

Available Languages of the iPhone App.



MINI CONNECTED.
DISTRIBUTION PROCESS.

Car | iPhone | Application | Activation | Updates/ Upgrades

MINI Connected

Distribution Channel

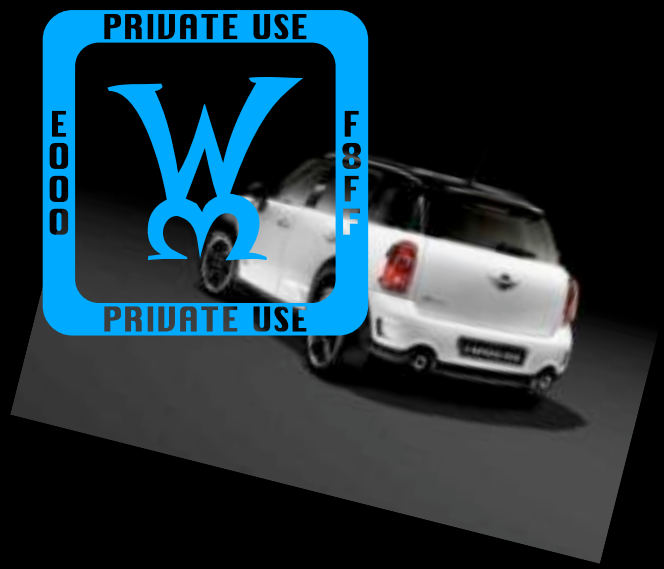
MINI Retail

Apple/ Provider

App Store

App Store

MINI CONNECTED.
GAINING REAL COMPETITIVE ADVANTAGE.



MINI as Leader of the Pack.

First to market.	First compared to core Competition.
Webradio.	**Google Local Search.**
Facebook & Twitter.	**Google Send to car.**
MINIMALISM Analyser.	**News (via RSS Feeds)**
Dynamic Music.	

First in-depth Smartphone/ iPhone Integration. Using the car screen, steering elements, signals and audio system.

Start the revolution of in-car entertainment

Start the Revolution of In-Car Entertainment. Now.